



A PERSONAL MESSAGE TO MERCURY OWNERS

As a Mercury owner, you are a very important person to us and to your Mercury dealer—a valued customer who deserves extra attention.

That is why we are sending you this booklet which describes the tremendous advances made in Mercury since your present car was built—and tells you why Mercury is an even greater value than ever. For instance, did you know that in 1958, Mercury represents a combination of size, roominess, power, features, smooth riding and handling ease that no car—in or out of Mercury's class—can match at any price?

And because you are a valued customer, your Mercury dealer is prepared to make you the very finest new-car deal you can find anywhere. In the next 60 days, he is going to make it easier than ever for present Mercury owners to buy a 1958 Mercury. Ask him about the special deal reserved for you.

Read the comparisons of Mercury with other cars. See why Mercury is not only Performance Champion, but champion in so many other ways. Verify these comparisons with a demonstration.

We think you'll agree that Mercury value has never been greater . . . that, more than ever, Mercury gives you the most car for your money.

GENERAL SALES MANAGER
MERCURY DIVISION

PERFORMANCE CHAMPION FOR 1958
MERCURY



Mercury for '58 gives you more power per pound, more power per dollar, more power by any measure than all other cars in its class.

And this is power you'll really enjoy, because the revolutionary new design of Mercury's new Marauder V-8 engine actually gives you all this extra power from less fuel.

When you need that extra power, it's instantly at your command in the '58 Mercury. You're out, around, and back in lane in seconds.



Mercury, over the years, has justly earned a reputation as a high-performing car. Never has this reputation been more well-deserved than in 1958 with the introduction by Mercury of a whole new line of revolutionary Marauder V-8 engines.

These completely different Marauder V-8's are based on an altogether new design principle that minimizes friction, eliminates hot spots and puts all the power that was once lost to heat and friction to work for you. The result is spectacular performance with greater fuel economy . . . actually more power from less fuel.

And speaking of power, Mercury for '58 sets the pace for the automotive industry with a mighty 360 hp Marauder V-8 in the Park Lane series. A

close second is the 330 hp Marauder in the Montclair series, followed by a 312 hp Marauder in the Monterey series. In every one of these Marauders, you get more power from less fuel.

Think of it! The 312 hp Marauder V-8 in the attractively-priced Mercury Monterey gives you more standard power than you can get in the most expensive Buick, Oldsmobile, Pontiac or Dodge. And no matter how you measure power—standard horsepower rating, torque, piston thrust or piston displacement—Mercury for '58 leads them all with room to spare.

No wonder Mercury is Performance Champion for 1958. In all three series, Mercury gives you more power per pound than competitive cars.

Comparisons based on Monterey, Montclair and Park Lane series.



ALWAYS A SMOOTH-RIDING CAR, Mercury in '58 gives you a combination of size, weight and bump-smoothing features for a luxury ride and effortless handling that makes it a pleasure to drive. Mercury's swept-back ball-joint front suspension *pulls* front wheels smoothly over bumps, eliminating shock to both steering wheel and car body. Three-phase shock absorbers provide a level, solid ride that would do credit to the most expensive car.



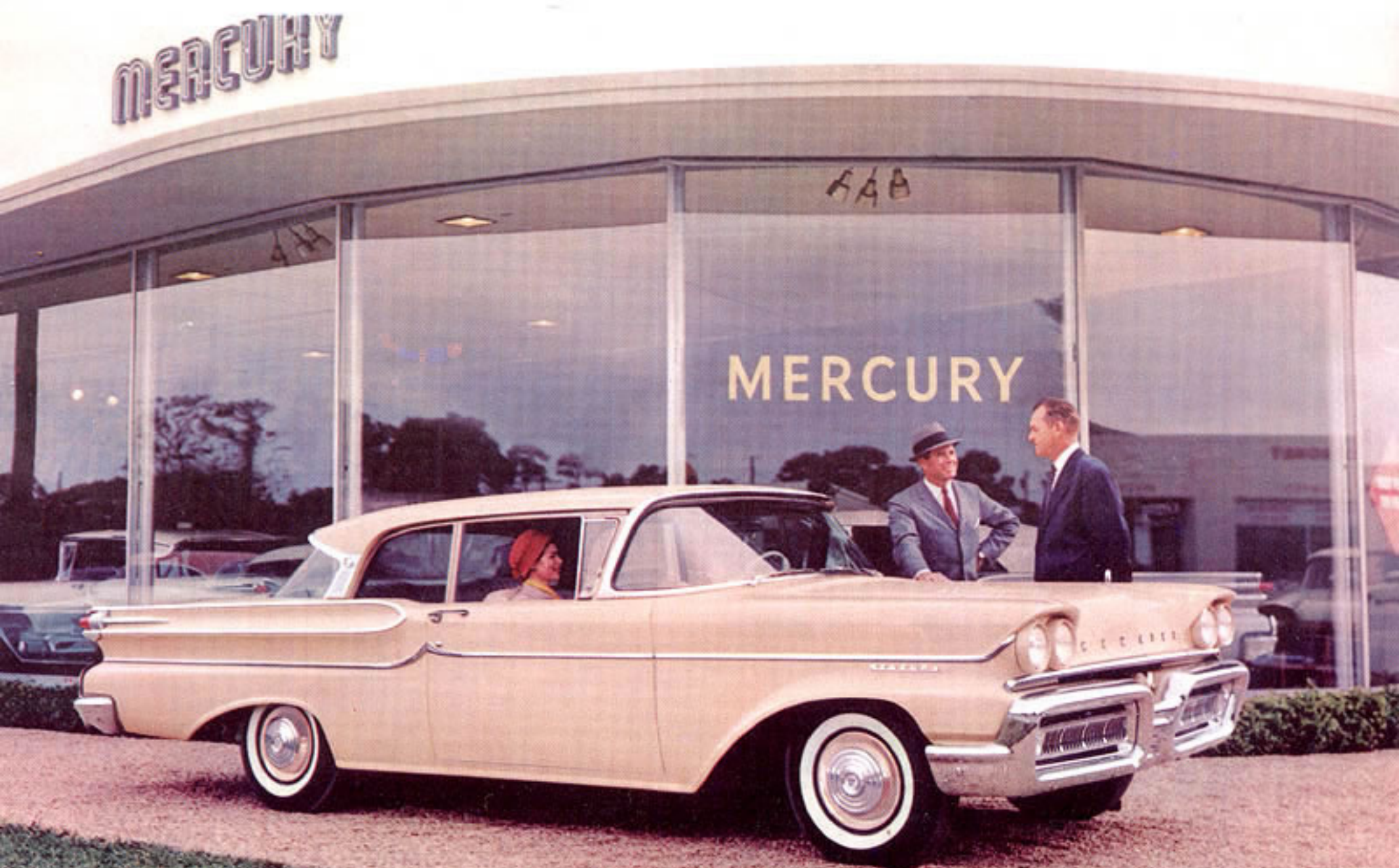
MERCURY OFFERS YOU EXCLUSIVE MULTI-DRIVE TRANSMISSION with push-button Keyboard Control that gives you two complete driving ranges—"Performance" for agility in traffic, "Cruising" for smooth power on the highway. Multi-Drive Keyboard Control coupled with a Mercury Marauder V-8 engine and Mercury's high-economy rear axle add up to one of the smoothest, most efficient power trains you can buy on any car at any price.



Your Mercury dealer has a brand-new, low-cost series for '58 that gives you big-car size, weight, roominess, luxury, ride and handling ease at a price below 42 models of the low-priced 3.

And for the next 60 days, your Mercury dealer is going all out to make it easier than ever for you to own a '58 Mercury. This means a very special deal for you that just can't be matched anywhere.

Only your Mercury dealer has a value like this—the new low-cost Mercury that features big-car value at a small-car price. Ask your dealer about Models 58-C and 64-B.



Value in an automobile is just one thing: How much car do you get for your money?

By this measure, Mercury has always been a champion, but never more so than in 1958.

Consider, for example, the new low-cost Mercury series. Here is a Mercury that gives you everything you expect in a big car: size, weight, roominess, luxury, smooth ride and handling ease. And yet you can own this big, beautiful Mercury for a price below 42 models of the low-priced 3. That's value!

Just as important as low price is economy of operation. With the extra-efficient V-8 power plant in the new low-cost Mercury, you get the performance of a big car, but this new Mercury costs no more to operate than many smaller cars among the low-priced 3.

And, if you want to compare Mercury value with that of other cars in its class, look at the Mercury Monterey series. The Monterey surpasses all cars in its class—Buick Special, Oldsmobile 88, Pontiac Chieftain and Dodge Coronet—in power, style, ride and handling ease, and is equalled by only one of these cars in size and roominess. Yet the Monterey is priced as much as \$116 lower than its rivals.

But no matter what '58 Mercury you may consider, the next 60 days will be all-important to you. During this period, your Mercury dealer is going all out to make you the owner of a '58 Mercury. What this means to you is a deal that you just can't match anywhere now, and you may never be able to match in the future. Ask your dealer about it.

Bigger, roomier, more powerful and more beautiful than other cars in its field, the smart, stylish Mercury Monterey is priced as much as \$116 lower than comparable models of Buick, Oldsmobile, Pontiac and Dodge.

All price comparisons are based on manufacturers' suggested retail delivered prices.





Compare Mercury Station Wagons with all others for the combination of size, roominess, power, cargo capacity and loading convenience. You'll find Mercury, biggest selling wagon in its field, leads them all—yet it's priced hundreds of dollars lower than other makes.

The luxurious Colony Park, flagship of the Mercury Station Wagon fleet.



Other wagons may equal Mercury on one or two points, but they fall far short in other important areas. For instance, some offer hardtop styling, some offer the retractable back window. Only Mercury offers both.

Let's look at just one example of Mercury Station Wagon leadership: Loading convenience. Mercury has completely eliminated the liftgate to simplify loading. In its place is a retractable back window that rolls down into the tailgate. The tailgate then drops down flat and flush with the wagon floor to make an All-Clear Loading Platform. This way, you simply place cargo on the

Platform and slide it into the wagon body.

In so many more ways, too, Mercury wagons lead the others—Buick, Oldsmobile, Dodge and Pontiac—in their field. In fact, in the combination of size, roominess, power, features, ride, cargo capacity and loading convenience, Mercury wagons have no equal. Yet, in many cases, Mercury Station Wagons are priced hundreds of dollars lower than corresponding models of competitive makes.

Mercury offers a choice of six big wagons for '58 in both six- and nine-passenger models—all with smart hardtop styling.



For those who demand the ultimate in an automobile, Mercury offers the magnificent Park Lane, finest expression of Clean Line Modern Styling. Its unsurpassed richness and beauty, together with its sensible price, make the Park Lane truly an automobile for the fine car buyer with a fine sense of value.

The Mercury Park Lane for '58—most beautiful expression of Mercury's Clean Line Modern Styling.



Everyone longs to own a truly fine car, and for those who are ready now to invest in the finest, Mercury presents the luxurious Park Lane.

Here is a car that represents a union of the most beautiful styling, the richest appointments, the most exquisite crafting and the most advanced engineering design in the automotive industry.

Mercury's Clean Line Modern Styling reaches a peak of beauty and richness in the Park Lane, creating an aura of luxury and prestige.

In power, too, the Park Lane's mighty 360 hp Marauder V-8 engine puts it in the front rank of automotive performers. In fact, the Park Lane has

the highest horsepower-to-weight ratio of any American car—83.1 hp per 1000 pounds.

But the finest thing about this fine car is the price. If you've dreamed of owning a fine car, but have thought you couldn't afford one, we think the Park Lane may change your mind.

Once you're behind the wheel of a Park Lane, you'll marvel at its combination of all-around bigness and luxury together with spirited, instantly responsive performance. It's a real revelation in motoring. And once you hear the Park Lane's sensible price, you may find you're a lot closer to owning the car of your dreams than you ever imagined.



To give lasting satisfaction, an automobile must, above all else, be dependable. And the only way it can be dependable is to be built of the finest-quality materials according to the highest standards of craftsmanship.

Mercury employs a special, new Quality Audit System that makes Mercury's standards the highest in the industry. It all adds up to still more value in any Mercury you may buy.

Mercury is built to serve you well. It delivers you to your destinations in style—and with dependability and safety. It holds its value.

It's planned this way by building Mercury from the finest materials, by assembling it with extra attention to detail, by subjecting it to the most rigorous quality checking before it leaves the factory.

In addition to the most exacting production quality controls, Mercury employs a new Quality Audit System. Here's how it works: A large sampling of Mercurys from each day's production at each assembly plant are put through additional quality tests. These include actual road tests, leak

tests, electrical tests, exhaustive body quality checking and many others—actually, up to 360 separate quality checks for a fully-equipped Mercury.

If these daily samplings fail to meet very high pre-set standards, manufacturing procedures are immediately reviewed and readjusted, and any defective cars are returned to the factory for reworking.

The Mercury Quality Audit System is one of the most comprehensive quality checking procedures in the automobile industry. And it's your assurance of even greater quality in any new Mercury you may buy.



The quality and richness of Mercury's beautiful exterior is plainly evident. Still more quality—the kind that produces lasting driving satisfaction—lies below the gleaming body surfaces.

UP GOES A '58 MERCURY on the lift for a thorough check of suspension, brakes, undercarriage and all chassis parts.



AN ACTUAL ROAD TEST is the real proof of an automobile. Here a new Mercury feels the road for the first time in a Quality Audit check.



TO MAKE SURE IT'S WEATHERTIGHT, a '58 Mercury undergoes a high-velocity shower bath as part of the Mercury Quality Audit program.



The real measure of Mercury's value is an are the facts about Mercury vs. competition—



MERCURY GIVES YOU GREATER SIZE AND ROOMINESS*

LENGTH: Mercury is longer than Buick, Pontiac and Oldsmobile.

WIDTH: Mercury is wider than Dodge, Buick, Pontiac and Oldsmobile.

HEIGHT: Mercury is lower than Buick, Pontiac and Oldsmobile.

HIP ROOM: Mercury has more hip room, front and rear, than Dodge, Buick, Pontiac and Oldsmobile.

SHOULDER ROOM: Mercury has more shoulder room, front and rear, than Oldsmobile, Buick and Pontiac.

LEG ROOM: Mercury has more total leg room than Pontiac, Buick and Oldsmobile.

TRUNK CAPACITY: Mercury has more trunk capacity than Buick, Oldsmobile and Pontiac.

*Comparisons based on Mercury Monterey, Oldsmobile 88, Buick Special, Pontiac Chieftain and Dodge Coronet 4-door sedans.

MERCURY GIVES YOU MORE POWER BY ANY MEASURE**

STANDARD HORSEPOWER: Mercury-312, Oldsmobile-265, Buick-250, Pontiac-270, Dodge-252.

TORQUE (lb.-ft.): Mercury-405, Oldsmobile-390, Buick-380, Pontiac-388, Dodge-345.

COMPRESSION RATIO: Mercury-10.5 to 1, Oldsmobile-10 to 1, Buick-9.5 to 1, Pontiac-10 to 1, Dodge-9 to 1.

PISTON DISPLACEMENT (cu. in.): Mercury-383, Oldsmobile-371, Buick-364, Pontiac-370, Dodge-325.

PISTON THRUST (lbs.): Mercury-12,616, Oldsmobile-10,867, Buick-11,473, Pontiac-10,195, Dodge-9,339.

HORSEPOWER PER 1000 POUNDS: Mercury-77.3, Oldsmobile-64.9, Buick-59.9, Pontiac-70.1, Dodge-69.9.

**Comparisons based on Mercury Monterey, Oldsmobile 88, Buick Special, Pontiac Chieftain, and Dodge Coronet V-8.

For an easy way to compare actual figures on Mercury and other cars in its

honest comparison with cars in its class. Here all good reasons for choosing Mercury in '58



MERCURY GIVES YOU THE FINEST IN STATION WAGONS

SIZE: Mercury Station Wagons are bigger than all others in their class—Buick, Oldsmobile, Dodge and Pontiac.

CARGO CAPACITY: With tailgate open, Mercury has more cargo capacity than any wagon on the market. With tailgate closed, Mercury has more area than Buick, Pontiac and Oldsmobile.

LOADING CONVENIENCE: Mercury uses the All-Clear Loading Platform, eliminating the liftgate. Buick, Pontiac and Oldsmobile still use the liftgate. Dodge uses a variation of the All-Clear Loading Platform.

POWER: Mercury has more power than any other wagon in its field.

HARDTOP STYLING: Only Mercury in its class offers you hardtop styling in every model.

CHOICE OF MODELS: Mercury-6, Buick-3, Oldsmobile-3, Dodge-5, Pontiac-3.

MERCURY GIVES YOU MORE EXCLUSIVE FEATURES

TRANSMISSION: Only Mercury in its class offers a 4-way choice of transmissions, including exclusive Multi-Drive Keyboard Control with two ranges of performance. Buick, Oldsmobile and Pontiac still use the selector lever. Dodge offers single-range push-button control.

POWER SEAT THAT "REMEMBERS": Turn ignition key "off;" front seat slides back automatically for easiest entry and exit. Turn key "on;" seat returns automatically to your pre-set position.

CLIMATE DIAL: Combines all heating and cooling controls in a single easy-to-operate control panel.

SELF-ADJUSTING BRAKES: Automatically compensate for lining wear to give you a "good pedal" for safe, sure stops. Nothing like it available in Buick, Oldsmobile, Dodge or Pontiac.

POWER-BOOSTER FAN: Automatically cuts off to conserve power and fuel when not needed. Not available on Oldsmobile, Dodge or Pontiac.

class, as well as the low-priced 3, use the enclosed 1958 Car Buyer's Guide.

20 MERCURYS FREE!

Play the Mercury Performance Champion Sweepstakes* along with Ed Sullivan on TV



20 Mercury Monterey Phaeton Sedans to be Given Away!

6000 8mm. Kodak Movie Cameras to be Given Away!



It's easy! It's fun! There's nothing to write!



HERE'S ALL YOU DO: Go to your Mercury dealer's and pick up a special Performance Champion Sweepstakes entry blank. The Entry Blank carries a Game Board with the word "MERCURY" printed across the top. Under each of the seven letters in "M E R C U R Y" is a benefit of Mercury ownership. Every other Sunday night, starting on the April 13 Ed Sullivan Show (8-9 pm E.S.T., CBS-TV), Ed Sullivan will draw seven cards, each bearing one of these benefits. If he draws them in the same order as they appear on your entry blank, you win a beautiful 8mm. Kodak Movie Camera, and you become eligible to participate in the Grand Prize Drawing for five new 1958 Mercury Monterey Phaeton Sedans the following week on the Ed Sullivan Show.

At every Sweepstakes Drawing, 1,500 players will win cameras. At every Grand Prize Drawing, five new Mercurys will be awarded.

A total of four games will be played, with the last Sweepstakes Drawing to take place on the May 25 Ed Sullivan Show. Once you get your entry blank, you're eligible to participate in all four games, so get it now and make your chances four times greater.

And when you visit your Mercury dealer's showroom, don't miss this chance to take out a big '58 Mercury for a demonstration drive. In just 10 short minutes, you'll discover why Mercury is rightfully named "Performance Champion for 1958." Be sure, too, to ask your Mercury dealer about the special deal reserved for Mercury owners.

P.S. If you already own a 1958 Mercury, we're sure you'll agree with everything we've said about it. All we can add is: Happy Motoring!

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